

Pentium® 4 processor 2.0GHz Influencer Program

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Consumer Desktop Marketing
November 25, 2001**



Objectives

- **Program Objectives**

- Generate positive buzz, testimonials, and influence with a wide range of end users we wouldn't otherwise reach

- **Strategy**

- Deliver highest performance 2.0 GHz complete systems and components to end users and organizations

Executive Summary

- **Audience Composition**
 - *Tech enthusiast, ADVICE users, gamers, pc moders, media creation*
- **Top Line Results of CMR follow up Survey**
 - *Satisfaction with System*
 - Speed of processor highest rated
 - 75% positive overall experience
 - *Satisfaction undertaking usage models*
 - Respondents very satisfied in system performance in usage models
 - Overall most pleased with gaming performance
 - *Recommending the Pentium 4*
 - 52% *Extremely Likely*, 43% *Very Likely*
 - *How many people did you talk to about the Pentium 4?*
 - 41% talked to 6 to 10 people
 - 24% talked to 11 to 20
 - 28% talked to > 21
 - *How many have gone out and bought?*
 - 95% will *extremely/very likely* recommend
 - > 48% said at least one person subsequently went out and bought a Pentium 4 processor based system

Learnings from End user feedback

- **Higher performance leads to more robust experience**
 - Users adopt new usage models
 - Users are more efficient: Do more at the same time
 - They Use more features of app than before
- **Good enough isn't**
 - Users thought their existing system was good enough until they got the chance to try the 2 GHz.
 - Gaming is the app most people were pleased with
- **OEM Opportunities**
 - High end skus seeded to tech enthusiast/gamers
 - Audience can recommend OEM systems

Feedback and Testimonials

- *“ Hands down, for multi-media (including the bundled games, but particularly DVDs as well) it runs ahead of the other two (dual PIII 1 Ghz) by quantum leaps. **I don't think I've ever seen video as flawless and rich as this machine produces.**”*
Terry Halliday Digital Artist
- *“Once you experience the difference (between P4 and P2) there's no turning back. And if you are married or have a significant other, **make sure to get one for your spouse too.. otherwise...**”* Gerv Minoza, video editor hobbyist
- *“ The system is amazing. I am so amazed at the overall speed increase over my PIII 866....it is really night and day.”* Matt Anderson, Webmaster the3DStudio.com
- *“ I even wonder if having more speed would be used since nothing lags or bogs down now. **It is that fast. I have seen tons of benchmarks that show the 2Ghz as being a lot of hype, but after using it I could not disagree more with those benchmarks. Real world use proves them wrong** “*

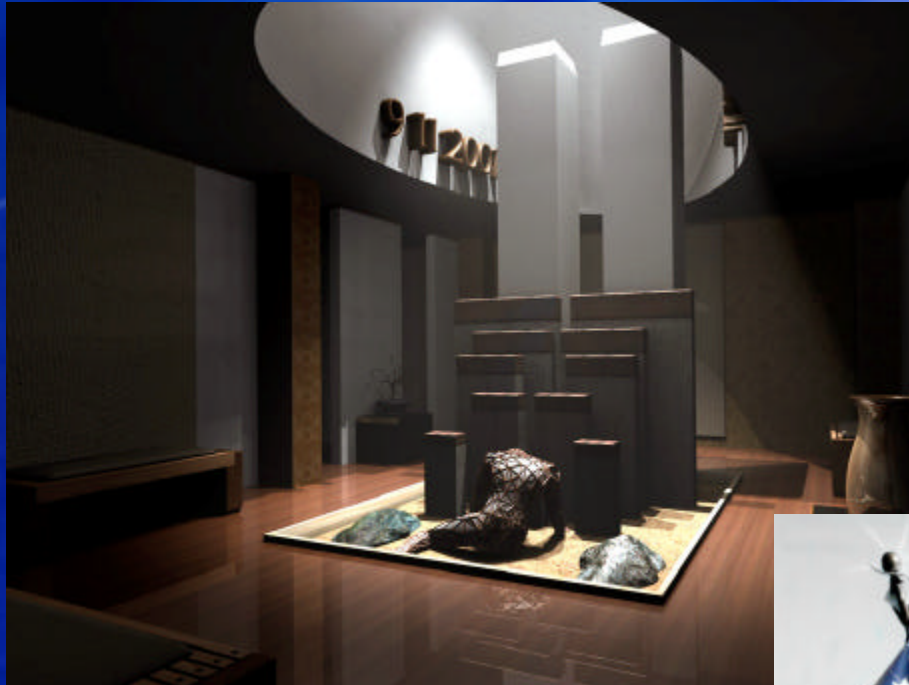
Feedback and Testimonials

- “ It is capable of handling multiple resource intensive applications without a hitch. It was extremely fast at MP3 encoding which previously took a great deal of time to do. **It is clear that the mp3 optimizations were successful.**” Paul Kaspian, Musician
- “*So while AMD prices are very enticing (especially to poor college kids like myself), it's a short term investment in what sometimes boils down to a fast spaceheater capable of melting itself in 5 seconds. Not so with this p4..... Aside from everything being incredibly fast, **the overall system stability is top notch***” Colin McKinney PC Moder
- “ Also, just as an update -- **game playing is phenomenally improved.** *Flight Simulator runs like a dream compared to the P3, 800 - no stalling and lag in rendering and better wide-scope response*” **Lydia Loizides**, Analyst Jupiter Media Metrics
- “ *Compared to the fastest athlon systems its much faster and **for sure much more stably.** with the athlon i had some problems especially with overheating, while the current system doesn't seem to overheat at all though it has been running for 3 days now.*” J Stozenberg EMEA Tech Enthusiast

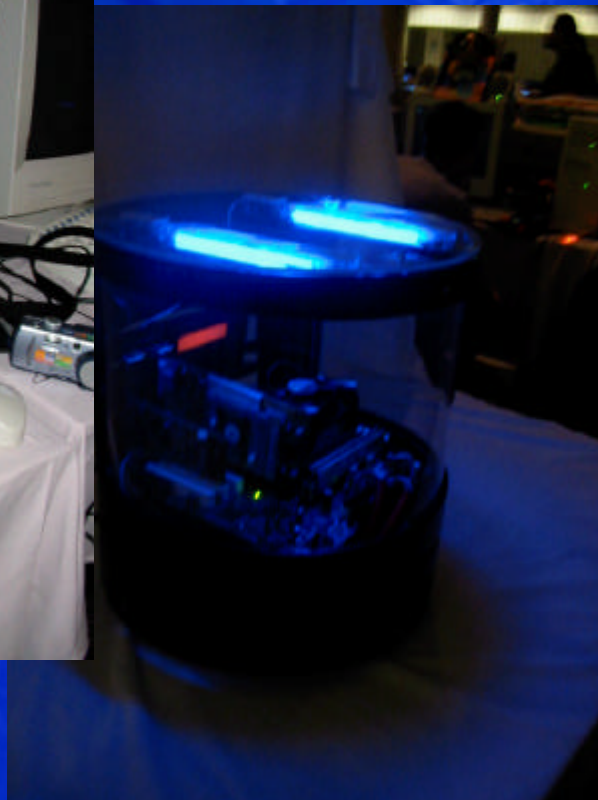
Feedback and Testimonials

- “The whole system works very well for gaming and other general apps and has spoiled me to no end with being able to run anything thrown at it and not fail at all.” **Paul Smith**, Gamer, PC Modder
- “Real-time rendering while working with trueSpace 5.1 in Direct-X mode (a feature I seldom made use of before, even on my PIII dual 1000 with a 64mb Radeon graphics card), is finally a useful and functional tool when applied to polygon and texture rich scenes.” **Terry Halladay**, 3D Artist
- “ My overall impression is best summed up in a comment that I have made to my colleges, "It is so fast that I think that the processor knows what I want to do before I do.“ **Vard Wallace** Video Editing hobbyist“
- “Developing is much faster, video editing and first of all video recording became possible. Now i can use the pc as an vcr, tv, dvd and music player and of course as a normal pc (email, word, excel, gaming)” **Sven Augustin**, Artist

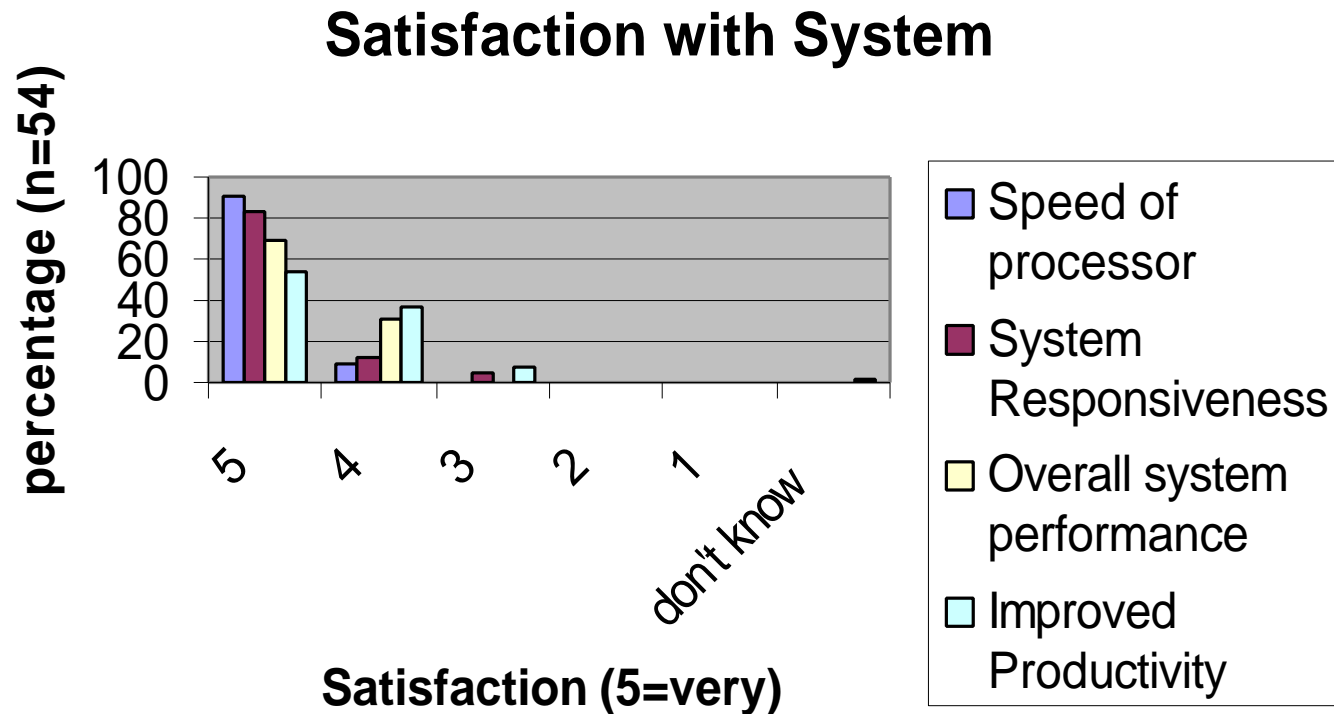
Creative Arts



Build it Yourself Crowd



MAI Follow up Survey (US Audience)

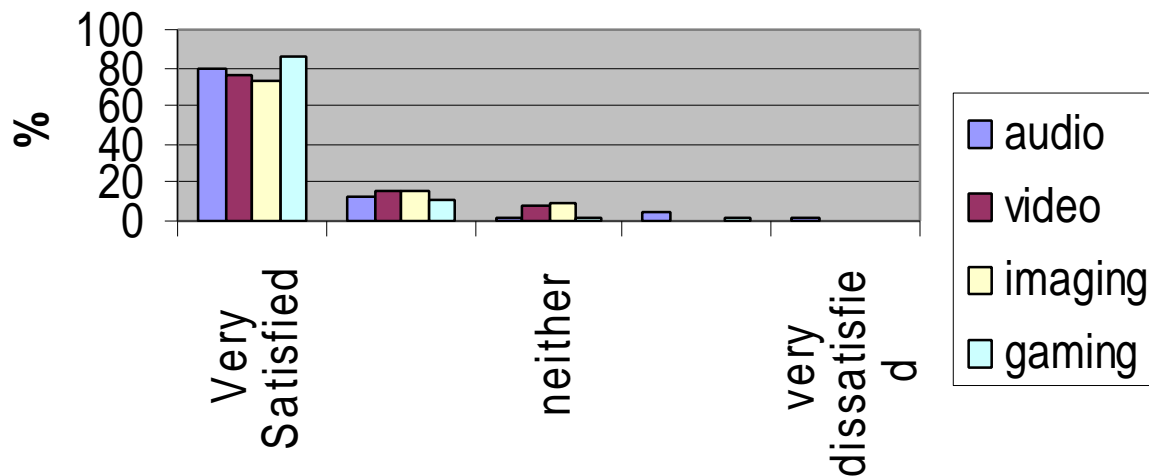


- *What is your overall impression of the Pentium 4 based system?*
- *Based on your usage, what is your reaction to the elements listed?*

***Speed of processor highest rated
75% positive overall experience***

MAI Follow up survey (cont)

Undertaking Activities in various usage models



On a scale of 1 to 5, how satisfied are you in using your system when undertaking x related activities?

***Respondents very satisfied in system performance in usage models
Overall most pleased with gaming performance***

Recommending the Pentium 4

Likelihood of recommending to friend, acquaintance or family member?

Extremely Likely	52%
Very Likely	43%
Somewhat Likely	5%
Not too likely	--
Not Likely at all	--

Excluding immediate family members how many people have you, if any, have you spoken with about this system?

0 – 5	2%
6 – 10	41%
11 – 15	13%
16 - 20	11%
21+	28 %

Recommending the Pentium 4

- To the best of your knowledge, how many, if any, have gone out and purchased a new Pentium 4 based system since speaking with you?

None	32 %
1	13%
2	17%
3 – 4	9 %
More than 4	9 %
Don't know / no answer	19 %

BACKUP